



**MARKETING STRATEGY & PLANNING**

**Marketing Strategy and Innovation**

Customer-Centric Marketing That Drives Lifetime Value  
How to Develop a Focused and Effective Business Strategy  
Strategic Customer-Centric Marketing

**Integrated Marketing and Planning**

Integrating Across the Customer Decision Journey  
Integrated Marketing in the Digital Age  
Integrated Marketing Planning and Execution

**Customer Centricity**

Customer Journey Mapping  
Customer Reach: The Channels  
Customer Segmentation  
Customer Value & Loyalty  
From Insights to Great Messaging  
Implementing Customer Insights  
Understanding Customer Insights

**Brand Building**

Art and Science of Brand Building  
The Purpose Advantage

**Brand Activation**

Brand Activations that Drive Results  
Content Marketing  
Content Powered Engagement  
Fast-Forward Your Content Marketing  
Achieve Excellence With Your Relationship Marketing I  
Achieve Excellence With Your Relationship Marketing II

**MARKETING ROI**

**Data, Measurement, and Analytics**

Advanced Database Marketing  
Advanced Measurement  
Database Marketing  
Fundamental Measurement  
The Data-Driven Marketing Landscape  
Understanding Data to Understand the Customer

**Attribution**

Cross-Device Tracking Approaches  
Data-Driven Analytics & Testing  
Implementing Measurement & Attribution In Your Organization  
Introduction to Measurement & Attribution  
Measurement Techniques  
The Who & What of Measurement & Attribution  
Think Like the Customer: Applying Measurement & Attribution

**CRM**

Applications of Effective Customer Management  
CRM Implementation: Dashboards  
CRM Implementation: Database & Campaign Management  
CRM Implementation: Metrics & Measurement  
CRM Implementation: Predictive Analytics  
CRM Implementation: Segmentation  
CRM Implementation: Testing & Profiling  
Segmentation: Understand & Target  
Social CRM  
Technology: The Tools to Access the Audience for CRM & Attribution  
The Customer Database

**MARKETING EXECUTION**

**Creative Process and Briefs**

Inspiring Great Creative

**Agency Management**

Agency Management

**Digital Marketing and Media**

Advanced Email Marketing  
Exploring the Potential of Mobile Apps  
Fundamental Email Marketing  
Fundamentals of Digital Marketing: #GetConnected  
Harnessing the Power of Programmatic  
How Artificial Intelligence is Disrupting Marketing  
Mobile Marketing  
Mobile Friendly Email Design  
Mobile Friendly Web Design: Responsive, Adaptive or Hybrid?  
Modern MarTech: Harnessing Technology to Enhance the Customer Journey  
Social Media Marketing  
Web and Search Engine Marketing

**BUSINESS SKILLS**

**Communications**

Creative Copywriting  
Presentation Writing and Delivery to Convey, Compel and Convince

**CERTIFICATE PROGRAMS**

Advanced Attribution Certificate Program  
Advanced CRM Implementation Certificate Program  
Content Marketing Certificate Program  
CRM & Attribution Certificate Program  
Customer Insights Certificate Program  
Marketing Analytics Certificate Program

**CERTIFICATION**

Certified ANA Marketing Professional

